

Parkview (East of 142 Street) Neighbourhood Renewal

Starting the Conversation, Building a Project Vision and Exploring Opportunities

September 2025 – March 2026

REFINE

The Parkview (East of 142 Street) Neighbourhood Renewal Project Team organized a number of public engagement and communications activities during this stage. These opportunities were designed to introduce the community to the project and gain insights on the best ways to communicate and engage with you throughout Neighbourhood Renewal. The Project Team also looked to learn from community members about infrastructure in Parkview (East of 142 Street) and learn more about residents' vision for the future of their community. This input will help the Project Team **REFINE** ideas to explore in the **Exploring Options and Tradeoffs** stage and **REFINE** the Vision and Guiding Principles. The Vision and Guiding Principles guide the approach to this Neighbourhood Renewal project.



Community conversations

- + Representatives from the Project Team met with interested individuals from the Parkview Community League on January 12
- + The Project Team shared details of the Neighbourhood Renewal process and information about the upcoming public engagement. Attendees had the opportunity to share insights about the community and ask questions of the Project Team
- + The Project Manager had 19 phone calls and email exchanges with interested parties from the community regarding the details of the project during this stage

23 participants



Project web page

- + We asked residents to visit the project web page to learn more about the Neighbourhood Renewal process and sign up for project updates

1,651 views

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Community roundtable events

- + Two community roundtable events were held at the Edmonton Valley Zoo, on February 18 and February 28
- + Participants had the opportunity to learn about the Neighbourhood Renewal process, share feedback on their experience living in Parkview (East of 142 Street) and reflect on the draft Vision and Guiding Principles for the project

60 participants



Community survey

- + Online engagement was available from February 11 to March 4. Participants were asked to share feedback on the draft Vision and Guiding Principles, as well as insights about how they walk, drive, roll and play in the community
- + A paper copy of the survey and draft Guiding Principles for the project were available at the community roundtable events and upon request

169 completed surveys



How we communicated

- + 592 project introduction letters to residents in September
- + Two road signs
- + 14 yard signs
- + Seven A-frame signs
- + 592 newsletters distributed in February
- + 592 door hangers distributed in February
- + 15 posters displayed in the community
- + 102 emails to list subscribers
- + 508 clicks on Facebook and Instagram ads
- + Two advertisements in the November and February Parkview Community League newsletters

A **What We Heard** report summarizing feedback from the **Starting the Conversation, Building a Project Vision and Exploring Opportunities** stage will be available in spring 2026.

For more information and to sign up for project updates, visit edmonton.ca/BuildingParkview

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